




277 Mast Road  
Durham, NH 03824  
Tel: 603-868-5513  
Fax: 603-868-6463  
E-mail: [rk1@rk1.com](mailto:rk1@rk1.com)

Economic  
Planning  
and  
Real Estate




**MEMORANDUM****TO: Mr. John Sokul and the Maynard Planning Board****FROM: Richard K. Gsottschneider****DATE: May 2, 2006****SUBJECT: Carolyn Britt Memorandum dated February 19, 2006**

---

Upon receipt of the Carolyn Britt memo relative to the rezoning request for 129 Parker Street in Maynard, Massachusetts, I called her to discuss the memo. In essence, the memo raised two concerns; one relative to the RKG retail market study, which concluded that a market existed for a neighborhood retail center at the site. The second concern related to the potential impact of the project on downtown Maynard businesses.

I explained in detail our methodology for the retail market analysis, which seems to be her major concern, and at the conclusion of this discussion, she seemed satisfied with my explanation. We also talked about the downtown and about our merchant survey and the importance of Clock Tower Place (and their 2,500 employees) to downtown businesses. She wanted to know the names of the 26 merchants we interviewed (approximately half of the existing downtown businesses) but I told her that all surveys were confidential and that I could not release the names.

I also explained to her that because \$.70 out of every \$1 of retail sales originating in Maynard is spent elsewhere that the proposed neighborhood retail center at 129 Parker Street would begin to encourage both Maynard residents as well as residents from adjacent towns to begin thinking of Maynard as a place to shop as well as to dine. While it is possible that some retail spending may be shifted from downtown businesses to potential retailers at a proposed neighborhood shopping center at 129 Parker Street, it is more likely that more consumers dollars will be spent locally, benefiting any new merchants and increasing sales among existing merchants. In fact, I indicated that I thought the downtown would benefit from the synergy of the new project. At the conclusion of this discussion, she seemed satisfied and indicated that she was simply "asking questions". She gave no indication at that time that she would recommend that the Town hire John Matthews to review our work. As you know John Matthews was hired by the Town to review our market analysis and his research confirmed the results of our research namely that a neighborhood oriented retail center would be viable at 129 Parker Street.



Mr. Mathhews noted at the planning board public hearing that in his professional opinion the project would be “a good, solid addition to the community.” This is consistent with, and affirms RKG’s professional opinion.

In sum, we believe adequate information has been provided in our report which confirms that retail use at 129 Parker Street is appropriate for the Town and the region. This has been corroborated by the independent work of John Matthews.

